The Dog (and Cat) Days of Summer! JetBlue Airways Offers PETCO Customers a 50 Percent Discount (a) on Travel Fees for Pets that Jet this September

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The Dog (and Cat) Days of Summer! JetBlue Airways Offers PETCO Customers a 50 Percent Discount (a) on Travel Fees for Pets that Jet this September - PETCO customers can obtain the special promotional code at any store location or by visiting www.petco.com/jetblue for savings on travel booked by

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                              August 31(a) -
   - JetBlue is also the official airline of PETCO's 5th Annual National
          Chihuahua Races held in New York City later this month -
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NEW YORK, Aug. 3 /PRNewswire-FirstCall/ -- Pet furiendly JetBlue Airways (Nasdaq: JBLU) is pleased to announce a special 50 percent discount (a) on the airline's standard JetPaws(TM) pet fee of $100 each way for PETCO's jet setting, four-legged customers this September. To receive the discount, flights must be booked between Aug 1, 2009 and Aug 31, 2009 for travel between Sept 1, 2009 and Sept 30, 2009 by calling 800-JETBLUE (538-2583) (a). The special promotional code can be obtained at any of PETCO's more than 950 stores across the country or by visiting www.petco.com/letsgo.

Additionally, New York's hometown carrier is also the official airline of PETCO's Fifth Annual National Chihuahua Races taking place this month. Seven regional race winners from across the country, along with their faithful pet parents, will jet in style and comfort courtesy of JetBlue to New York City to attend the championship races held on August 29, where one tiny speedster will be crowned America's Fastest Chihuahua.

JetPaws(TM) is JetBlue's exclusive in-cabin program designed to provide pet owners with helpful Travel Pettiquette guidelines, which outline the social graces of jetting with small dogs and cats. As part of the program, customers also receive two bonus award points for each flight through JetBlue's TrueBlue customer loyalty program, helping two-legged customers earn free travel faster when traveling with Fido or Fluffy.

As part of this new relationship, PETCO will also sell JetBlue's unique, custom-made pet carrier co-designed by Cindy Adams, celebrated New York Post columnist, ASPCA board member and founder of Jazzy Park Avenue Dog products. The JetPaws Pet Carrier will be available in more than 950 PETCO stores across the country and will continue to be available online at jetblue.com. More information about the carrier and JetPaws program can be found at www.jetblue.com/jetpaws.

JetBlue accepts up to four small cats or dogs in the cabin of the aircraft on both domestic and international flights. The combined weight of the pet and carrier may not exceed 20 pounds. Only one pet is allowed per customer and the pet carrier does count as one personal carry-on item. For the safety and comfort of all customers, pets must remain in a closed carrier at the airport and in-flight for the entire duration of the trip. To book a pet, customers must call our reservations team at 1-800-JETBLUE.

About PETCO

PETCO is a privately held specialty retailer that provides products, services and advice that make it easier for our customers to be great pet parents. We operate more than 950 stores in 50 states and the District of Columbia, as well as a leading pet products and information destination at PETCO.com. Our nonprofit organization, The PETCO Foundation, has raised more than $50 million since its inception in 1999 to help promote and improve the welfare of companion animals. In conjunction with the foundation, we work with and support more than 5,700 local animal welfare groups across the country to help find homes for more than 200,000 adoptable animals every year.

About JetBlue Airways

New York-based JetBlue Airways has created a new airline category based on value, service and style. Known for its award-winning service and free TV as much as its low fares, JetBlue is now pleased to offer customers Lots of Legroom and super-spacious Even More Legroom seats. JetBlue introduced complimentary in-flight e-mail and instant messaging services on aircraft "BetaBlue," a first among U.S. domestic airlines. JetBlue is also America's first and only airline to offer its own Customer Bill of Rights, with meaningful and specific compensation for customers inconvenienced by service disruptions within JetBlue's control. Visit www.jetblue.com/promise for details. JetBlue currently serves 56 cities with 650 daily flights. New service to Baltimore

begins on September 9. The airline also intends to commence service to Barbados (October 1); Saint Lucia (October 26); and Kingston, Jamaica (October 30). With JetBlue, all seats are assigned, all travel is ticketless, all fares are one-way, and an overnight stay is never required. For information or reservations call 1-800-JET-BLUE (1-800-538-2583), TTY/TDD 1-800-336-5530 or visit www.jetblue.com.

(a) Offer ends 8/31/09. Promo Code is valid for a discount of 50% off the standard pet travel fee of $100. Flights must be booked between 8/1-8/31/09, for travel between 9/1/09-9/30/09. Promo Code is only valid for bookings made through JetBlue by calling 1-800-JETBLUE (538-2583). The phone booking fee of $15 will be waived for travel booked with this Promo Code. Promo Code may not be applied to previously booked travel. If travel is cancelled or changed to be outside the eligible window of 9/1/09 to 9/30/09, the Promo Code discount will be forfeited and you will be responsible for the full pet travel fee. All travel with pets is subject to JetBlue's pet travel policies, available at http://www.jetblue.com/jetpaws/. Promo Code may not be combined with other special offers and is not redeemable for cash. Void where prohibited by law. Other restrictions may apply. 2009 JetBlue Airways.

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08/03/2009
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